



WXYZ

# ORDER

Print Date 09/14/12

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Flight Dates **09/17/12-09/24/12**

Contract / Revision      **311113 /**

Original Date / Revision  
09/14/12    09/14/12

Advertiser **Michigan Democratic State (**

Agency    **Sussman Sikes**

Buying Contact **Sue O'Brien**

**29200 Northwestern Hwy.  
Suite 130  
Southfield, MI 48034**

Product  
**Political/Issue**

Agency Com    15%

Billing Contact

**29200 Northwestern Hwy.  
Suite 130  
Southfield, MI 48034**

Sales Office    WXYZL

Sales Region   LOC

Agency Ref

Order Sep      00:20:00

Estimate #      **750**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   W55+

Rev Codes      POL      POL      ISS Ballot

Product Codes PL

Priority          P-4

Advertiser Ref

Primary Account Executive  
Arin Starr

Account Executive	Order%	Start Date	End Date
Arin Starr	100%		

Order Share 40%    Market Value 96500

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	30%	28950
WDWB	%	0
WJBK	20%	19300
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	10%	9650

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	27	\$32,810.00	\$38,600.00	93.80	08/27/12	09/24/12	27	\$32,810.00	\$38,600.00
<b>Totals</b>	<b>27</b>	<b>\$32,810.00</b>	<b>\$38,600.00</b>	<b>93.80</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	09/18/12	09/24/12	430 AM News 7 Action News This Morni	CM	430a-5a	MTWTF--	:30	2	\$200.00	P-4	1.50 NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	- TWTF--		4			\$200.00			1.50		
Week:		09/24/12	09/30/12	M-----		2			\$200.00			1.50		
N 2	WXYZ	09/18/12	09/24/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	2	\$1,600.00	P-4	3.80 NM	6	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	- TWTF--		4			\$1,600.00			3.80		
Week:		09/24/12	09/30/12	M-----		2			\$1,600.00			3.80		
N 3	WXYZ	09/18/12	09/21/12	12-1pm	CM	12-1pm	- TWTF--	:30	2	\$1,000.00	P-4	3.90 NM	2	\$2,000.00



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Contract / Revision    **311113**    Flight Dates **09/17/12-09/24/12**

Hiatus Dates

Original Date / Revision    09/14/12/    09/14/12

Order Sep    00:20:00

Advertiser    **Michigan Democratic State**    Product **Political/Issue**

Estimate #    **750**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
M-F 12-1pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					2	\$1,000.00		3.90			
N 4	WXYZ	09/18/12	09/24/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	MTWTF - -	:30	1	\$1,200.00	P-4	3.60	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					2	\$1,200.00		3.60			
Week:		09/24/12	09/30/12	M- - - - -					1	\$1,200.00		3.60			
N 5	WXYZ	09/18/12	09/24/12	5p News 5-6pm M-F	CM	5-6pm M-F	MTWTF - -	:30	1	\$1,800.00	P-4	4.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					4	\$1,800.00		4.00			
Week:		09/24/12	09/30/12	M- - - - -					1	\$1,800.00		4.00			
N 6	WXYZ	09/18/12	09/21/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	- TWTF - -	:30	2	\$2,500.00	P-4	6.10	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					2	\$2,500.00		6.10			
N 7	WXYZ	09/18/12	09/23/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	- TWTFSS	:30	2	\$4,000.00	P-4	5.10	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTFSS					2	\$4,000.00		5.10			
N 8	WXYZ	09/23/12	09/23/12	SU 12a-1a SU 12a-1a	CM	12am-1am	- - - - - S	:30	1	\$200.00	P-4	1.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- - - - - S					1	\$200.00		1.00			
Totals														27	\$38,600.00